

REMARKS:

In the outstanding Office Action, the Examiner rejected claims 1-23, 26 and 27. Claims 1, 11, 18, 21-23 and 26 are amended herein. No new matter is presented. Support for the amendments can be found at least in Figs. 4-6 and corresponding texts.

Thus, claims 1-23, 26 and 27 are pending and under consideration. The rejections are traversed below.

EXAMINER INTERVIEW:

Applicants would like to thank the Examiner for taking the time to conduct an Interview. Applicants respectfully request that the Examiner contact the undersigned if further discussion is needed for clarifying the claimed invention in order to expedite prosecution of the application.

REJECTION UNDER 35 U.S.C. § 103(a):

Claims 1-23 and 26 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,256,043 (Aho), U.S. Patent No. 5,848,396 (Gerace) and U.S. Patent No. 6,346,952 (Shtivelman) and U.S. Patent App. No. 2006/0122917 (Lokuge).

The invention recited in each of independent claims includes, "displaying a top page of the virtual store" and "selectable options" including "a salesperson selecting section and a product catalog selecting section" ("salesperson and product catalog selection page" in claims 21-23). The top page of the virtual store provides the option of selecting a product from the product catalog page using the product catalog selecting section and selecting a salesperson from the responsible salesperson page using the salesperson selecting section. For example, this enables the client to engage in a chat that causes an attribute of a product to be adjusted according to a keyword corresponding to the chat initiated based on selection of the options of the top page of the store.

Independent claim 1, by way of example, recites, "displaying a top page of the virtual store having a salesperson selecting section and a product catalog selecting section." Then, claim 1 recites, "displaying a product catalog page having a plurality of products in response to the client specifying the product catalog selecting section of said top page, displaying a chat display catalog page by setting a chat channel between a salesperson responsible for a product and the client in response to the client specifying the product from said product catalog page, and displaying character data corresponding to a chat that they have."

On the other hand, when the client specifies the salesperson selecting section of the top page, the claimed invention in claim 1 includes “displaying a responsible salesperson page having a plurality of responsible salespersons, displaying a chat display section in said responsible salesperson page by setting a chat channel between a salesperson and the client in response to the client specifying the salesperson from said responsible salesperson page, and displaying character data corresponding to a chat that they have.”

Accordingly, “an attribute of a corresponding product” is selected “based on a key word extracted at a real time from character information during a chat currently underway” for emphasizing the attribute on an image of said product and adjusting display of the image of said product in real time in response to the attribute selected based the extracted key word” (see also claim 1). Claim 11, 18 and 26 recite similar features.

Similarly, claim 21 recites, “displaying a product selected by a user over a network responsive to a selection of a product catalog page from selectable options including a salesperson selection page”, “establishing a chat with the user”, “analyzing the chat for a key word associated with the product” and “emphasizing a product attribute of the selected key word... and adjusting the display of the product in real time in response to the selected key word in the chat.”

Independent claim 22 recites, “analyzing a chat with a user for a key word about a product responsive to selection of a first option providing a product catalog page among selectable options including a second option providing a salesperson selection page” and “displaying an attribute of the product corresponding to the key word with emphasis and adjusting the display of the product in real time in response to the emphasized key word.”

Claim 23 recites, “displaying a product selected by a user over a network in response to selection of a product page from displayed selectable options including a salesperson page”, including “emphasizing an attribute of the product corresponding to the key word”, where the “selectable options enable the user to instantly be connected with a salesperson made available via said salesperson page or view said attribute of said product by selecting said product page.”

On the other hand, Lokuge is limited to permitting a purchase of a displayed product based on a keyword obtained during a chat (see, paragraphs 56 and 70). However, Lokuge does not teach or suggest, “salesperson selecting display section” and “the product catalog display section of the top page of the imaginary store”, as recited in each of the independent claims.

Aho is directed to a 3D display and setting a chat channel between a customer and an imaginary store for exchanging information between the customer and the imaginary store. When a customer enters into the imaginary store, the closest person is displayed and the customer chats with the displayed person (see, col. 2, lines 42-55 and col. col. 5, lines 18-40). Aho is therefore different from the claimed invention and does not teach or suggest "the top page" including "selectable options" as recited in the independent claims.

Shtivelman directed to simply gathering keywords from a chat session for subsequent display of the keywords summarizing a previous chat session (see, col. 20, lines 31-45) and use of a profile Gerace prepared based on users' utilization of advertisements to provide the users with advertisements in a form prepared by the users (see, col. 2, lines 43-55 and col. 17, lines 1-17) add nothing to the teachings of Aho and Lokuge.

The cited references do not teach or suggest the above detailed features of the independent claims including establishing a corresponding chat in response to the client selecting options of "a salesperson selecting section" and "a product catalog selecting section" and adjusting/emphasizing a product "attribute using a keyword of a chat currently underway" (see discussion of claims above).

It is submitted that the independent claims are patentable over the cited references.

For at least the above-mentioned reasons, claims depending from the independent claims are patentably distinguishable over the cited references. The dependent claims are also independently patentable. For example, claim 2 recites, "when the client selects the salesperson in the virtual store, the chat channel between the selected salesperson and the client is set, and when the client selects the product, the chat channel between a salesperson in charge and the client is set."

The cited references, alone or in combination do not teach or suggest setting a corresponding chat with the client including "when the client selects the salesperson in the virtual store, the chat channel between the selected salesperson and the client is set, and when the client selects the product, the chat channel between a salesperson in charge and the client is set", as recited in claim 2.

Therefore, withdrawal of the rejection is respectfully requested.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

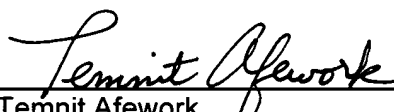
Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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